



PROMOTING ECONOMIC PROSPERITY

Overview: Next Few Slides

- ✿ ED program typical elements --- where do cities spend their ED \$\$\$??
- ✿ Some hallmarks of effectiveness
- ✿ How can this apply to Milpitas?

Typical E. D. Program Components – Choices, Priorities

- ✚ Policies healthy business climate
- ✚ Business-ready land & buildings (infr)
- ✚ Bus. attraction (jobs, investment, taxes)
- ✚ Retention and expansion
- ✚ Downtown revitalization
- ✚ Workforce development
- ✚ Visitor attraction



Goals and Typical Outcomes (1)



- **Continued supply of available land**
 - Raw Land
 - Redeveloped, cleaned up land
- **Good zoning and planning**
- **Fiscally sound land use decisions**



Goals and Typical Outcomes (2)



- **Healthy industrial and office market**
- **Low vacancies**
- **Affordability**
- **All citizens effectively served**
 - **Retail (low vacancies, healthy sales)**
 - **Housing (affordable, up to date, choices)**
 - **Transportation (auto, light rail, rail, bus)**



Goals and Typical Outcomes (3)



✚ Positive Business Climate

- ✚ Thriving Midtown and neighborhoods (revitalization)
- ✚ Attractive to new business (attraction)
 - Lots of prospect activity
- ✚ Healthy existing businesses (retention)
 - Plenty of assistance (financing, technical assist)
- ✚ High wage jobs
- ✚ Affordable housing
- ✚ Education and training opportunities



Effective Local ED Programs



- ✿ **Prove they are business friendly -- daily**
- ✿ **Strong Council, Mayor, commission support**
- ✿ **Dedicate staff with program budget**
- ✿ **Play to community strengths (WYSIWYG)**
- ✿ **Repeat what works as long as it does work.**
- ✿ **Have realistic goals and programs**



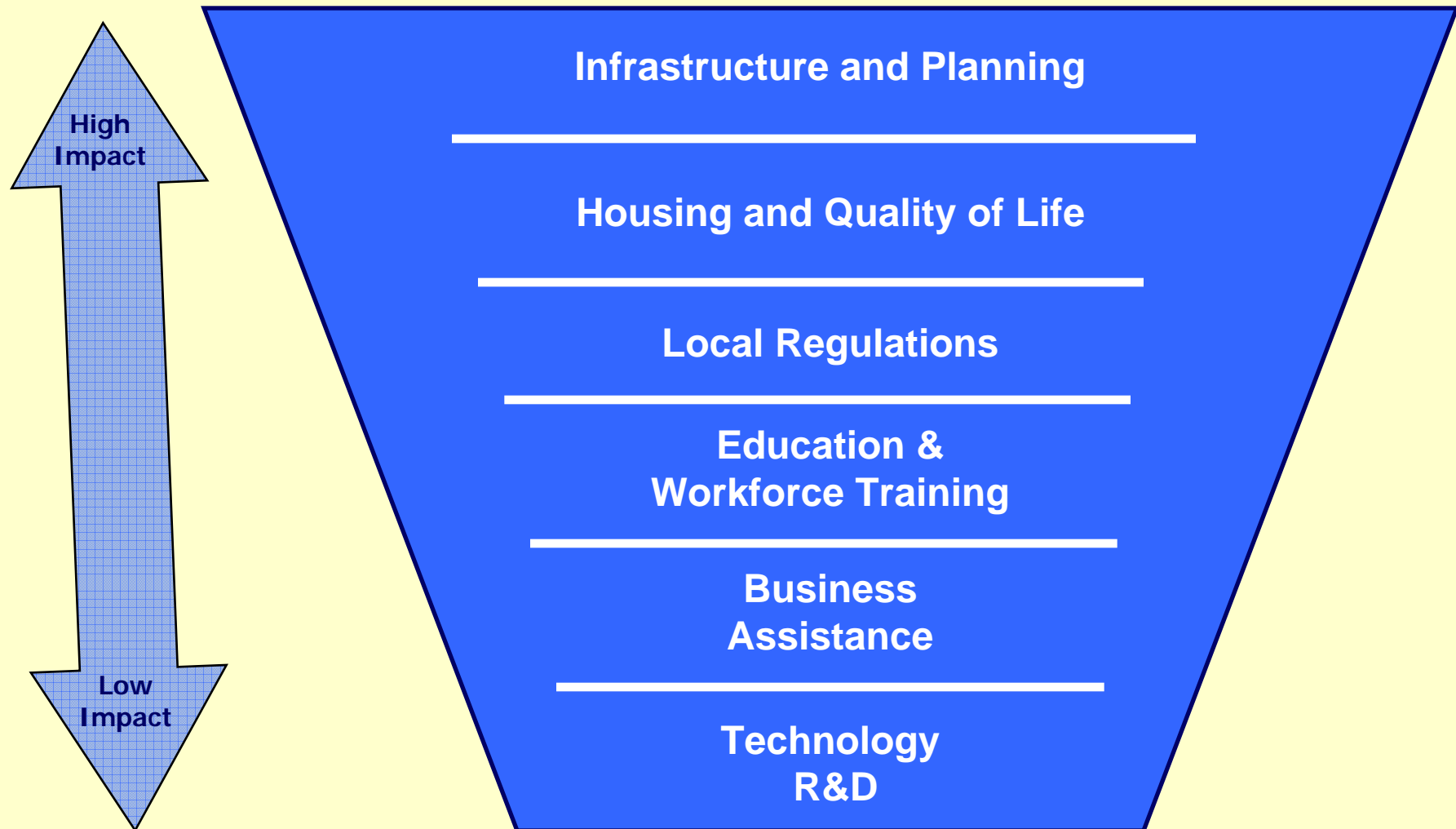
Making Local ED Programs Effective



- ***Always*** a balance between worthy priorities and optimizing scarce resources
- Partner for leverage
- Do the most important programs first



Priorities for City Economic Development





Promoting Economic Prosperity



Potential Milpitas Economic Development Programs

Where Can Milpitas be Effective?



Areas of Focus



- ✿ **Infrastructure and Planning**
- ✿ **Housing, Quality of Life**
- ✿ **Local Regulatory Climate**
- ✿ **Education and Workforce Training**
- ✿ **Business Assistance**
- ✿ **Technology & R&D**



Infrastructure Planning








- **Redevelopment**
- **Planning and Zoning**
- **Incentives**
- **Special Districts**



Milpitas Achievements



Redevelopment is a key Milpitas strength

-  **\$38 million revenues FY 0203**
-  **\$10 million in project improvements**
-  **10th largest in California**
-  **Active Great Mall Project Area**
-  **Working relationship with Mills Corp as both reinvest**



Infrastructure Planning



Special District Improvement

- ✿ **Midtown revitalization a priority**
- ✿ **Significant investment by RDA**
 - **Elmwood, Apton Plaza, Park Place**
- ✿ **Could use downtown association, PBID**
- ✿ **Could use active marketing program**
- ✿ **Other districts in town are a focus (North Milpitas, McCarthy Ranch, etc.)**



Housing and Quality of Life



- **Housing Element that supports economic development goals**
- **Affordable housing programs**
- **Home ownership and rehab programs**
- **Amenities: parks, libraries, access to nature**
- **High density around transit centers**
- **Vital downtown environment**



Milpitas Achievements

- ❖ **Current Housing Element**
- ❖ **Affordable housing programs**
- ❖ **Home ownership and rehab programs**
- ❖ **Senior projects (Terrace Gardens)**
- ❖ **High density around transit centers**
- ❖ **Local parks and recreation opportunities**



Local Regulatory Climate



- ⊕ Time is \$\$
- ⊕ Businesses appreciate high standards reasonably applied.
- ⊕ Permit streamlining
 - ⊞ Protect public health and safety
 - ⊞ Problem-solve legit business constraints
- ⊕ Nexus between fees and costs



Workforce Training and Education



- **Work with workforce development & training agencies**
- **Work with schools on K-12**



Mid – Large Business Assistance



- ❖ **Help existing companies expand**
- ❖ **Industrial, office and retail attraction**
 - ❖ **Large and mid-sized employers**
 - ❖ **Available land and buildings**
 - ❖ **Big Box, Mall Stores, National Chains**
- ❖ **Retain existing industries (retention)**
- ❖ **Incentives case by case**



Small Business Assistance



- **Most need is with small businesses**
 - **Gap financing**
 - **Façade improvement programs**
 - **Permit streamlining**
 - **Technical and technology assistance**
 - **Joint marketing and self-help programs**
 - **Training (SBDC, Chamber, etc.)**
 - **Small business directories**



Visitor Services – Business, Conventions, Tourists



- ❁ **Ensure food, shopping, hotels, entertainment are available nearby**
- ❁ **Attractive up-to-date lodging**
- ❁ **Adequate facilities (conference center)**
- ❁ **TOT tax rate reasonable**
- ❁ **Promote attractions and centers of commerce (Great Mall, Midtown, Lunar New Year, Chamber festivals, global diversity)**



Technology and Research



- ✦ **Connect to UC, CSU research programs**
- ✦ **Identify common technologies used by local businesses**
- ✦ **Support those technologies**
- ✦ **Sponsor symposia**
- ✦ **Provide the right facilities for tech transfer**



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Discussion